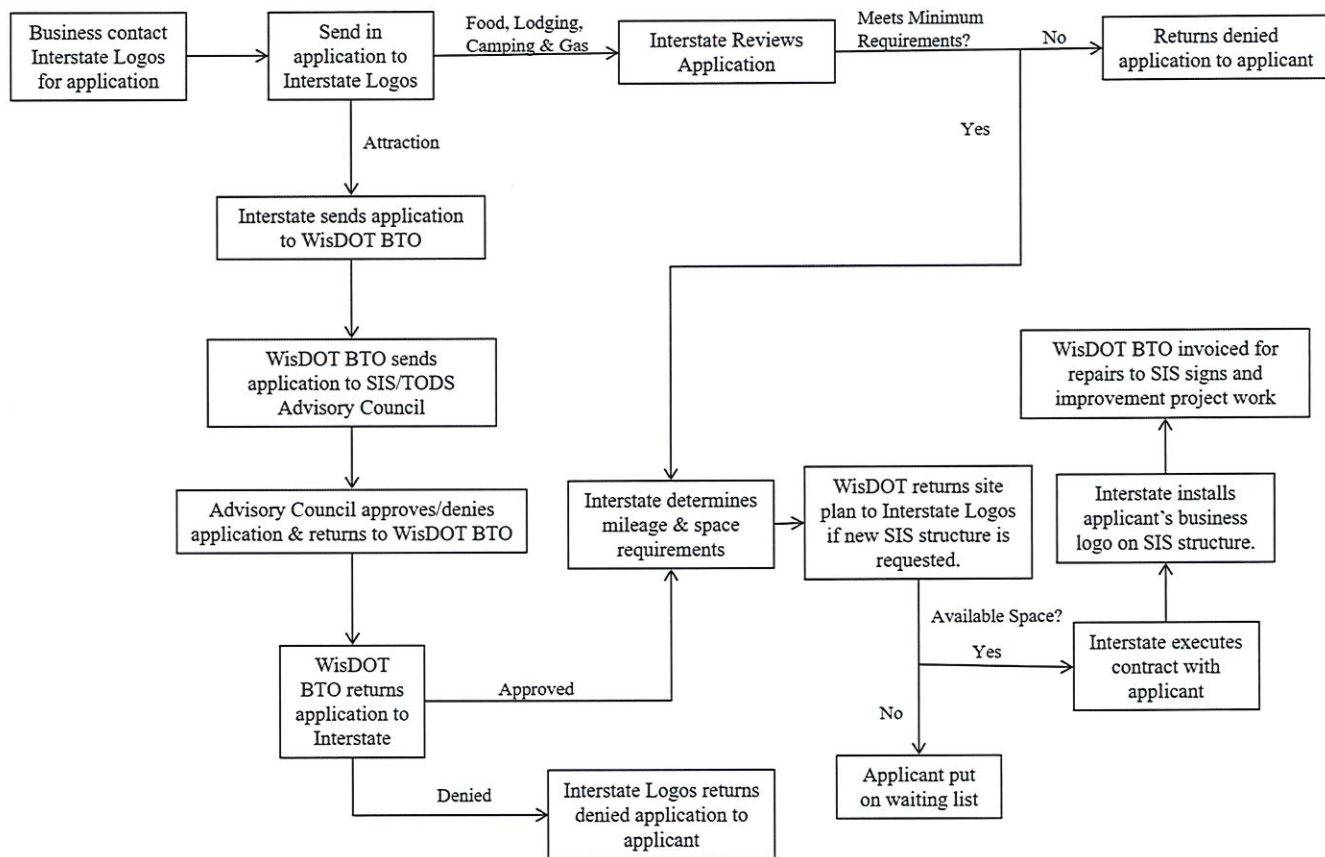


The flow chart below describes the application process to obtain a SIS sign.

SIS Application Process



2-15-59 Tourist Oriented Directional Signs

February 2021

PURPOSE

The purpose of this policy is to provide consistent statewide direction for the permitted use of Tourist Oriented Directional Signs under Wisconsin Administrative Code Chapter Trans 200.08 and the [Wisconsin Statute 86.196](#).

The Tourist Oriented Directional Signs (TODS) are white on blue signs. They are not permitted on SIS-designated highways, at the intersection of two state roadways, or inside federal urban areas.

The application/permit form DT1864 incorporates Trans 200.08 and Statute 86.196 and specifies complete guidance on the use of these signs.

DEFINITIONS

SIS Highway: Specific Information Sign highways can be found in [TEOpS 2-15-58](#).

Federal Urban Area: Federal urban areas are defined as "Urban Federal Aid Systems" with populations of 5,000-49,000.

Urban Areas: Urban areas are defined as urban boundaries with populations of 50,000 or greater.

GUIDANCE

The following businesses are qualified for a TODS sign under the gas, food, lodging, or camping categories.

Bed and Breakfast	Campground
Hotel	Motel
RV Park	Resort
Restaurant	Service Station
Coffee Shops	

The following table provides a list of facilities which, if open and available to the public, *may be* eligible for a TODS attraction sign.

American Indian Craft	Amusement Park
Antique Shop	Art Gallery
Bait and Tackle Shop	Beach (privately owned)
Bicycle Rental	Boat Tour
Boat/Canoe Rental	Brewery (with tours)
Candy Store (Primary Business)	Cave (with tours)
Cheese Factory Shop (Primary Business)	Farm Tour
Ferry	Fish Farm
Game Farm (open to Public)	Golf Course
Hot Air Balloon Rides	Museum
Orchard	Park
Petting Zoo	Pick-Your-Own Fruits and Vegetables
Rafting/Tubing Business	Sausage Factory Shop (primary business)
Ski Resort/Hill	Stable
Tree Nursery	Wildlife Refuge
Winery (with tour)	Zoo
Botanical Gardens	Fairgrounds
Water Park	Casino/Bingo

The following table provides a list of facilities which are *not* eligible for TODS attraction signs.

Tennis Court	Fireworks
Book Store	Go-Kart Track
Taxidermy Shop	Grotto
Car Rental	Health Club
Swimming Pool/Natatorium	Hobby Shop
Civic Center	Ice Rink/Arena
Conservation Area	Movie Theater
Outlet Mall	Religious Shrine
Sports Arena/Stadium	

POLICY

TODS signs are intended for use in rural or outlying urban areas. They **shall not** be installed at intersections inside Federal Urban or Urban Area boundaries, or for businesses located inside Federal Urban or Urban Area boundaries.

In addition, the following DOT qualifying considerations **shall** be met.

1. Name changes **shall** require cancellation of the old sign and issuance of a new permit.
2. Only the name of the facility and mileage **shall** be allowed on the signs. Additional sign features, such as vacancy, hours of operation or products offered **shall not** be allowed on the sign or on an attached plaque or board.
3. If a conventional highway facility qualifies for signs in more than one category (TODS, SIS, Trans 200 Guidance or Supplemental Guide sign), only one category will be allowed in each direction.
4. If outdoor advertising signs for the facility are within 1,000 feet of the intersection or entrance, guidance signs **shall not** be permitted.
5. Businesses **shall** be within five miles of the intersection and have direct access to the State or U.S. Highway. If the business is not located directly on the crossroad off the State or U.S. Highway, additional supplemental signs *may* be required.
6. Businesses **shall** have no illegal outdoor advertising signs.

Category specific information:

Gasoline

1. Businesses **shall** have fuel, oil, and water available.
2. Businesses **shall** be open a minimum of twelve hours per day, seven days a week if located on a conventional roadway. Businesses located on an expressway **shall** be open a minimum of sixteen hours per day, seven days a week.
3. Businesses **shall** provide a restroom, drinking water, and a public telephone.

Food

1. Businesses **shall** have licensing or approval, where required.
2. Businesses **shall** be open five days per week from at least 10 a.m. to 7 p.m.
3. Businesses **shall** have at least 50 percent of gross receipts from food and non-alcoholic beverages.
4. Businesses **shall** provide a restroom, drinking water, and a public telephone

Lodging

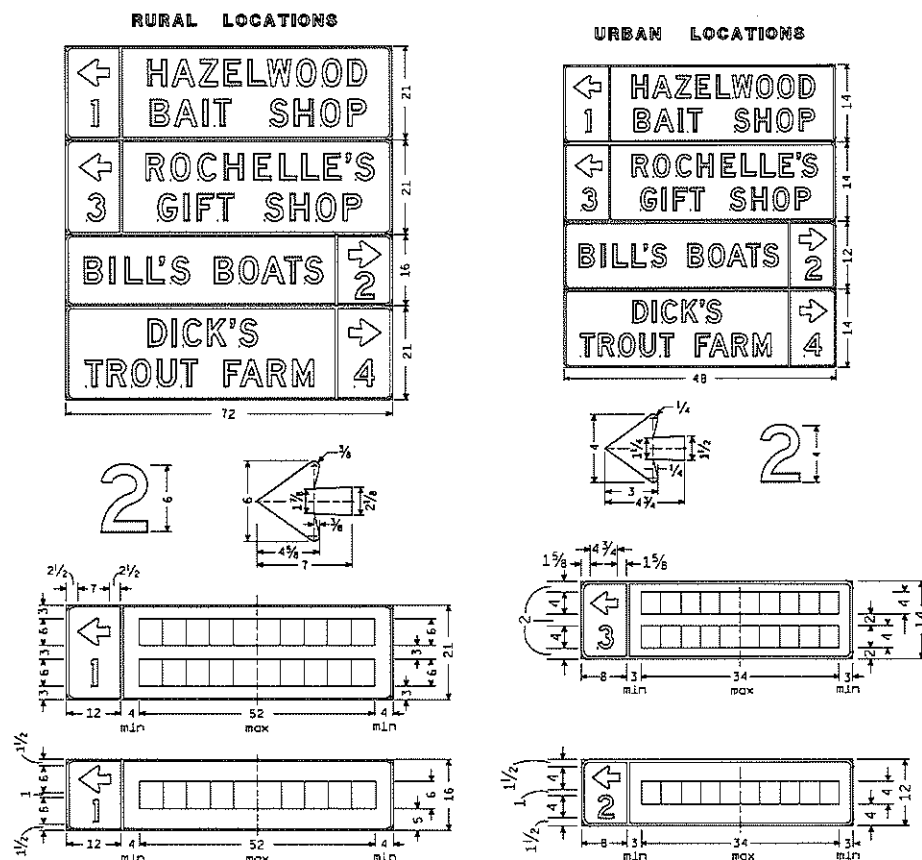
1. Businesses **shall** have licensing or approval, where required.
2. Businesses **shall** have adequate sleeping accommodations.
3. Businesses **shall** have parking accommodations.
4. Businesses **shall** provide restrooms, drinking water, and a public telephone.

Camping

1. Businesses **shall** have licensing or approval, where required.
2. Businesses **shall** have adequate parking accommodations.
3. Businesses **shall** provide restrooms, drinking water, and a public telephone.

Tourist Attractions

1. Businesses **shall** have licensing or approval, where required.
2. Businesses **shall** be open at least eight hours per day, five days a week for at least three consecutive months.
3. Businesses **shall** provide restrooms and drinking water
4. Businesses **shall** have significant interest to the traveling public, as approved by the Advisory Council.

Figure 1. Standard Plate for TODS signs

As shown on Figure 1 of the Standard Sign Plate E10-82, the sign message **shall** consist of 4 or 6 inch white lettering on type H reflective blue background. Letter sizes and spacing **shall** conform to the standards in the FHWA Standard Highway Signs manual. Overall sign sizes used **shall** conform to the dimensions as shown on the Standard Sign Plate E10-82. Base material is aluminum, with rounded corners. A half inch white border with a 1 ½" radius shall be placed around the sign.

The WisDOT Region office reserves the right to remove non-conforming signs from the highway right-of-way. The owner *may* contact the WisDOT Region office to pick up any signs that have been removed. Upon pickup of the removed signs, the sign owner **shall** be responsible for sign removal costs.

Installation of Tourist Oriented Directional Signs by Counties

1. Businesses **shall** drop off or submit a completed **DT1864** form with a check payable to the county for the \$100/sign for administration fee. If approved, businesses are required to pay the administration fee every 5 years based on the installation date.
2. All applications **shall** be forwarded to Casey Amans (casey.amans@dot.wi.gov) to verify the location is outside federal urban area boundaries.
3. Once approved, the business *may* have the sign manufactured from one of the businesses on the Qualified Manufacturer list. Signs **shall** be made to state standards.
4. The business **shall** bring in the sign(s), along with a check for \$250 per sign payable to the Wisconsin Department of Transportation for the installation fees. These checks *should* be sent to: Wisconsin Department of Transportation, attn: Casey Amans, 3609 Pierstorff St. Madison, WI 53704.
5. Signs **shall** be mounted on 4" x 6" treated posts.
6. For removal and/or installation of signs on existing posts, the removal/installation fees are \$100 per sign. Checks *should* be sent to: Wisconsin Department of Transportation, attn: Casey Amans, 3609 Pierstorff St. Madison, WI 53704.
7. All county costs for TODS repairs and installations **shall** be charged to the 0080-02-53 project ID. The county *should* ensure the business submits the appropriate repair/installation fees due to WisDOT.
8. The county *should* only repair damaged TODS when directed to do so by the sign owner. Every repair requires the business to cover the appropriate costs. If the business elects not to repair the sign, the county *may* remove it. If the business wants their sign(s), removal fees would apply.
9. Any existing white arrow boards for the business **shall** be removed before a TODS sign is installed

The application process for a TODS sign is shown below in the Figure 2.

Figure 2. TODS Application Process

